

## Hawaii Travel Mission to Korea (June 15)

Hawaii Tourism Korea organized its first Hawaii Travel Mission, inviting Korean travel trade for an opportunity to have one-on-one discussions with hotels and suppliers from Hawaii. The travel mart was divided into two sessions; a morning session with incentive organizers and incentive specialty travel agents followed by luncheon with Hawaii delegates, and an afternoon session with general travel agents followed by dinner with the team leaders of the top 15 travel agents in Korea.



Invitations were sent out to approximately 120 travel agents, with over 90 travel agents participating. Hawaii Tourism Korea provided each visitor with Hawaii information, posters, giveaways and collaterals from suppliers. Hawaii members participating in the 1<sup>st</sup> Hawaii Travel Mission included Aloha Airlines, Hawaiian Airlines, Halekulani Hotel, Hilton Resorts Hawaii, Marriott Hotels & Resorts, and Starwood Hotels Hawaii.

## Aloha Dinner Reception in Korea (June 16)

HTK organized its second annual Aloha Dinner Party inviting about 120 key players in the travel trade. With Governor Lingle's visit to Korea, the Aloha Dinner Party was held at the Grand Hyatt Seoul, decorated with a Hawaiian theme, and was hosted by the Governor, Rex Johnson and Marsha Wienert. As the dinner was intended as



a thank-you dinner for the travel trade, the evening featured games, entertainment and large number of prizes, executed by two professional MCs. Aloha Airlines, Hawaiian Airlines, Halekulani Hotel, Hilton Resorts Hawaii, Marriott Resorts Hawaii and Starwood Resorts Hawaii made brief presentations. Prizes were donated by participating suppliers from Hawaii and other Korean trade partners such as Korean Air, Northwest Airlines, United Airlines, DFS, Grand Hyatt Seoul, Lotte Hotel Seoul, Hertz Rental Car, Alamo Rental Car, Dole Korea and Kahunaville Restaurant.

## Governor's Press conference in Korea (June 17)



HTK organized a press conference to publicize the Governor's first visit to Korea and to promote Hawaii tourism. About 35 journalists attended the conference, which was held at the Lotte Hotel.

## Hawaiian Summer Festival with Lotte (June 17 ~ 24)

To maximize the PR effect created by the Hawaiian dancers in Seoul for the Travel Mission and Aloha Dinner, Hawaii Tourism Korea planned several co-op promotions with Lotte. Lotte Department Store and the Lotte Hotel are located in the center of Seoul and draw the largest number of consumers of any major hotel. During the promotion period, Hawaiian entertainers performed twice a day in front of the department store during the day and performed twice in the hotel lobby lounge at night. Lotte made flyers, standing banners, aloha café area and stage backdrops to promote the events, and Hawaii was exposed in 400,000 newspaper insertions and 50,000 direct-mailings to Lotte VIP members.





## **Aloha Luncheon with the Governor in China**

**Hawaii Tourism China** hosted an Aloha Luncheon at the JW Marriott Hotel Shanghai on June 10 in honor of Governor Lingle. Rex Johnson and Governor Lingle gave speeches to guests to introduce the function of Hawaii Tourism Asia in China as well as the expectation of Chinese visitors to Hawaii. Entertainers from PCC performed an excellent hula during the Aloha Luncheon. A total of 130 guests including members of the Governor's delegation, U.S. Consulate officers, Shanghai Municipal Tourism Administrative Committee Officers, local government officers, 30 major media and 30 general managers or decision makers from the travel trade participated.



President Rex Johnson made speech in Aloha Luncheon

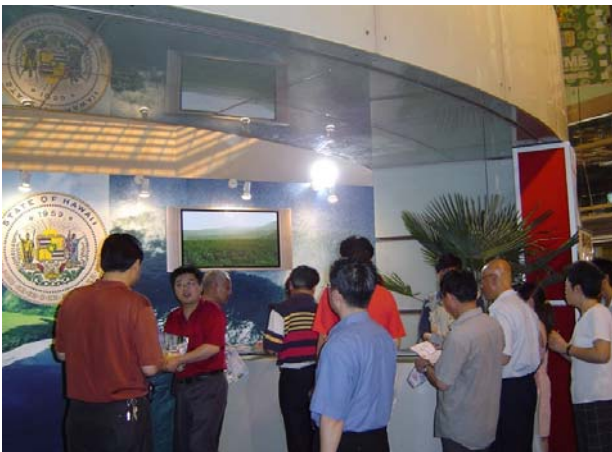


Governor Linda Lingle made speech in Aloha Luncheon

### **Governor's Press Conference**

HTC also organized a press conference for Governor Lingle during her stay in Shanghai. Over 40 media participated in the press conference at which the Governor introduced the delegation's mission, Marsha Wienert gave a brief introduction of Hawaii, and Rex Johnson presented the role of Hawaii Tourism Asia in China. After the press conference, HTC set up individual interviews for the Governor with the China News Agency, Oriental Morning Post, International Financial Business News, First Business News, National Business News, etc.

## **Hawaii Tourism Promotion in Xin Tian Di, Shanghai (June 8 – June 11)**



HTC had a Hawaii Tourism Booth at Xin Tian Di, which attracted tens of thousands of Chinese visitors who showed strong interest in travel to Hawaii. Brochures and leaflets from over 20 Hawaiian hotels, travel agencies, attractions, shopping centers, theaters etc. were very popular among visitors. The booth was shared with DBEDT and had a DVD show to give visitors visuals of Hawaii scenery and a sample of Hawaiian music.

Photo: HTC booth in Xin Tian Di, Shanghai

## **Qingdao International Tourism Expo 2005 (June 16-18)**

HTC participated in the Qingdao International Tourism Expo 2005. The Expo attracted exhibitors from Germany, Egypt, Finland, India, Sri Lanka, Norway, Iceland, Turkey, Cambodia, Malaysia, Philippines, Japan, Korea, Australia, Sweden, Denmark, Saipan, Hong Kong, Taiwan, Zimbabwe...etc., a total of 25 countries and areas. The number of visitors reached 35,000 based on reports from the QITE committee. Besides the booth, HTC also gave a Hawaii Tourism Presentation at QITE and was very welcomed by the travel trade. HTC distributed brochures and leaflets from about 20 Hawaiian suppliers at this travel show for free. During the Expo, HTC won great support from Qingdao government, and both the Secretary of the CPC Qingdao Committee and Vice Mayor visited the HTC booth at the Expo.

## **EVA AIR's inaugural flight to Hawaii from Taipei**

Eva Air launched direct flights to Hawaii from Taipei on June 25 with DBEDT's Taiwan Director and Hawaii Tourism Taiwan's Director invited as VIP guests, together with Eva Air and Civil Aviation Authority officials in the Ribbon Cutting Ceremony at CKS International Airport prior to departure. Our HTT Director joined the Eva Air Chairman and Vice President on the Inaugural Flight to Hawaii. HTA arranged a reception with lei and hula entertainers and press conference at Honolulu International Airport upon arrival. HTA hosted a dinner to celebrate the event.



**Right photo (L-R): Mr. Tseng, Eva Air Vice President; Mr. Liao, Taoyuan County Deputy Magistrate; Mr. Lin, ROC Civil Aviation Authority Deputy Director; Mr. Alex Lei, DBEDT Taiwan Director; Jemy See, Hawaii Tourism Taiwan - Representative**



**Left photo (L-R): Ms. Yuli, Eva Air's GSA in HNL; Mr. Frank Haas, VP-Hawaii Tourism Authority; Representative from the Airport Authority; Mr. Philip Wang, Taipei Economic & Cultural Office Director General in HNL; Mr. Steve Lin, Eva Air Chairman; Mr. Rex Johnson, President & CEO- Hawaii Tourism Authority; Mr. Peter Chen, Eva Air Vice President (Passenger Division); Jemy See, Hawaii Tourism Taiwan – Representative; Mr. Tim Yang, Eva Air's Vice President for North America**

## **Asia Promotional Opportunities**

### **KOREA:**

#### **<My Wedding> Honeymoon/Wedding Fair (July 14 ~ July 17)**

To participate in this event, please contact Emily Kim of Hawaii Tourism Korea at:  
[emilykim@marketinggarden.com](mailto:emilykim@marketinggarden.com)

### **CHINA:**

#### **Super Wedding Promotion with Modern Bride Magazine**

Hawaii Tourism China is participating in a joint promotion with Modern Bride Magazine, the #1 bridal magazine in China. HTC is sponsoring the largest prize for this program, which is a Hawaii honeymoon package for one couple who win the Most Romantic Honeymoon contest. HTC is looking for sponsors for the following support.

1. Round Trip Airfare for 6 persons
2. Hotel rooms for the group: 4 rooms x 5 nights
3. Ground transportation
4. Local wedding arrangements
5. Sightseeing tours, attractions and activities

To participate, please contact Tina Yao of Hawaii Tourism China at:  
[tinayao@marketinggarden.com](mailto:tinayao@marketinggarden.com)

### **HONG KONG**

#### **Hawaii theme Summer festival at Ocean Park in Hong Kong (July 16 - Aug. 30)**

To participate, please contact Jemy See of Hawaii Tourism Taiwan at:  
[jemysee@marketinggarden.com](mailto:jemysee@marketinggarden.com)